

Investor Relations Advisory Services

November 2025



Investor relations advisory services: Capital markets

In recent years, the investor relations (IR) function has evolved significantly - driven by rising investor expectations, increased shareholder activism, the influence of proxy advisory firms and a growing focus on both financial and non-financial performance.

IR actively fosters and maintains strong communication between a company and the investment community. By enhancing disclosures and promoting two-way dialogue, IR helps sustain optimal value for all stakeholders.

Grant Thornton Bharat's IR advisory team helps companies on setting up and managing effective IR programmes that clearly communicate companies' value proposition. The team fosters two-way dialogue with the investment community, delivers critical market insights, provides strategic guidance, and strengthens investor confidence. In today's dynamic environment, this proactive approach enables companies to build long-term stakeholder value.



Navigating key IR challenges

Maintaining strong communication between a company and its investors demands strategic finesse. Our advisory services help companies build effective IR programmes that:

Effectively communicate your equity story by developing compelling IR collaterals.

Provide informed guidance to navigate complex regulatory landscapes.

Empower investors with clear and consistent insights into your pre and post IPO journey.

Enhance your investors profile by, securing high-value strategic partners.

Proactively address evolving ESG regulations with tailored solutions.

Preparing to go public: Driving investor relations through strategic preparation

Our IR advisory team partners with IPO-bound companies to build and manage strategic IR programmes. We formulate your equity story, leveraging it to identify the right investors. We support you in navigating IPO complexities, enhance investor engagement and strengthen market positioning through effective communication - ultimately driving long-term stakeholder value.



Pre-IPO planning

- 01 IR readiness assessment from a public listed company standpoint.
- 02 Set up a dedicated IR function aligned with business goals.
- 03 Formulate IR strategy, frameworks and standard operating procedures (SOPs).
- 04 Coach the C-suite and IR team to engage effectively with investors and analysts.
- 05 Develop sharp and compelling investor presentations to enhance your equity story and portray it effectively.
- 06 IR collateral support for pre-IPO roadshows.
- 07 Create a targeted list of investors and analysts to optimise outreach.
- 08 Investors' microsite for client's corporate website.

IPO preparation and execution

- Shape and communicate a compelling equity story to the market.
- Facilitate roadshows and investor meetings to attract potential investors.
- Supporting with relevant sections of the offer document to ensure clarity and alignment.
- Evaluate and address investor and analyst feedback on the upcoming IPO.

Post-IPO support - Support for a listed company

Strategic IR

- Conduct perception studies to assess how institutional investors and sell-side analysts view the company.
- Benchmark IR practices against peers and industry leaders to identify improvement areas.
- Target potential shareholders to strengthen investor base.
- Conduct shareholder satisfaction surveys to gather actionable feedback.
- Incorporate ESG relevance into IR strategy and communications.
- Strategic guidance and support with proxy advisors.
- Technology solutions to aid IR focus.

Operational IR

- Refine and refresh equity story through investor presentations.
- Impactful disclosures for clear investor and analyst communication.
- Visibility enhancement by way of continuous market outreach.
- Market intelligence to stay ahead of the curve.
- Regular quarterly and other IR activities by way of a standard Retainer programme or otherwise.
- Provide staff secondment or loaned resources to support the IR function.
- Develop annual reports and integrated reports that reflect strategic priorities.

The Grant Thornton Bharat advantage



Experienced team

Deliver expert guidance from professionals who have led successful IPOs and IR transformations across industries.



ESG expertise

Apply best practices in corporate governance and ESG to strengthen IR strategy and meet stakeholder expectations.



Technology-driven insights

Use advanced analytics to track shareholder data, identify target investors and provide actionable insights.



Flexible resourcing

Scale IR resources with secondment and loan staff options tailored to your needs.



Market intelligence

Generate insights on market trends, competitor activities and investor sentiment.



Clear, impactful messaging

Create compelling narratives that highlight value, performance and strategic direction.



Proven results

Drive stronger engagement through clearer disclosures and enhanced market visibility.



We are Shaping Vibrant Bharat

A member of Grant Thornton International Ltd., Grant Thornton Bharat is at the forefront of helping reshape the values in the profession. We are helping shape various industry ecosystems through our work across Assurance, Tax, Risk, Transactions, Technology and Consulting, and are going beyond to shape a more **#VibrantBharat**.

Our offices in India

- Ahmedabad ● Bengaluru ● Chandigarh ● Chennai ● Dehradun
- Gandhinagar ● Goa ● Gurugram ● Hyderabad ● Indore
- Kochi ● Kolkata ● New Delhi ● Mumbai ● Noida ● Pune



Scan QR code to see
our office addresses
www.grantthornton.in

Connect with us on



@Grant-Thornton-Bharat-LLP



@GrantThorntonBharat



@GrantThornton_Bharat



@GrantThorntonIN



@GrantThorntonBharatLLP



GTBharat@in.gt.com

For more information, contact our experts



Karan Marwah

Partner and CFO Advisory Leader
Grant Thornton Bharat
E: Karan.Marwah@IN.GT.COM



Meenakshi Sharma

Partner, CFO Advisory
Grant Thornton Bharat
E: Meenakshi.Sharma@IN.GT.COM

© 2025 Grant Thornton Bharat LLP. All rights reserved.

Grant Thornton Bharat LLP is registered under the Indian Limited Liability Partnership Act (ID No. AAA-7677) with its registered office at L-41 Connaught Circus, New Delhi, 110001, India, and is a member firm of Grant Thornton International Ltd (GTIL), UK.

The member firms of GTIL are not a worldwide partnership. GTIL and each member firm is a separate legal entity. Services are delivered independently by the member firms. GTIL is a non-practicing entity and does not provide services to clients. GTIL and its member firms are not agents of, and do not obligate, one another and are not liable for one another's acts or omissions.